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Module 1 Assignment

1. Define Integrated Marketing Communications (IMC).

Integrated Marketing Communications is the planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time. The role of this is very important and clear when it comes to performing and doing what it's supposed to do. It offers a smooth, customer-focused experience by incorporating all marketing communication elements, including public relations, social media, and advertising. It implies that your message should have a unified look, feel, and tone across your channels.

2. How has digital media impacted marketing communications?

Digital media impacted marketing communications on an insane level. Most of the important marketing techniques are used online since the internet is where you can literally connect with thousands and millions of people at a time. The power of digital marketing is probably the most powerful marketing tool there will ever be simply because it can reach millions of people and you will never be able to reach millions of people in person or any other way that the digital world can do.

3. What are the components of an IMC?

The five main components of IMC include advertising, personal selling, sales promotions, direct marketing, and public relations (PR).

4. Describe the concept of a brand image.

First, what is a brand image? Brand image is the perception of the brand in the mind of the customer. It all depends on how the audiences perceive your brand and how customers feel about their experience with you. The customer opinion is influenced by many factors, such as the quality you are providing of the brand's product and the impression you leave behind after the first experience.

5. What are the characteristics of a strong and effective brand name?

Some characteristics of a strong and effective brand name are the ones that are short and simple. Brand names that are easy to spell, pronounce and remember make great cases of being remembered and having a lot of strength. Pronounceable in only one way and not have several different ways to say the brand's name. These are some of the strong characteristics that should be used when coming up with a brand name.

6. What ethical issues are associated with brand management?

There are several ethical issues that are associated with brand management such as dishonesty, marketing to children, trademark and copyrights. Dishonesty is a big deal and wrong because if you are not being honest then you are advertising to the people in a misleading way. Marketing to children is ethically wrong because the youth of the children can lead them to buy things immaturely and it is easier to convince a child to buy your product. Stealing other people's ideas and names is one of the most wrong things you can do simply because it is not your work that you are using.

Long Answer

1. The Lean Cuisine Effort to shift consumer perceptions of frozen products included a multi-faceted approach. Access the firm's website and evaluate the marketing messages presented. Do they convince you to reconsider your views of various products? Is the effort working, or do you still perceive Lean Cuisine to just be 'diet' food? Explain your answer.

Lean Cuisine definitely tries to convince you to reconsider your views with different messages and slogans. One saying that caught my eye was, "Lean Cuisine Encourages Women To Weigh What Matters". That was surprising to me because that can be interpreted in so many different ways and who knows how certain people think. They did not convince me to reconsider my views because I do eat and drink a little bit more cleaner now and have actually been a fan of this brand for a few years now. I believe that it worked since it made me at least try it and I later became a fan so I can say both that I perceive it to just be 'diet' food as well.

2. Websites constitute an essential element of a brand's image. Access the website for any brand you choose. Additionally, find an advertisement (i.e. YouTube advertisement or TV commercial) for the same company. Is the image projected on the website consistent with YouTube advertisements and the image portrayed in the other advertisements for the brand?

The brand's image is definitely consistent and keeps up with its name from the website to its commercials and YouTube advertisements. Its image projected on the website is consistent in every platform that I've seen through multiple social media platforms including YouTube, TV Commercials, Instagram, and etcetera. The brand I chose was Nike and the brand was very strong and consistent throughout every single platform I checked. Even though Nike is probably

one of the easiest brands to do it can also be one of the easiest brands to mess up for that simple fact.